Venue:

Community and School

Goal:

Collaborate with Community Based Programs and Prevent Initiation of Tobacco Use

Activity:

S6.01 School/Community
Communication System,
S6.03 Shared Program
Resources, and C2.08 Support
Comprehensive School
Policies and Programs

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• Population (Census 2000):	345,238	9,872
• Adult Cigarette Smoking Prevalence (BRFSS/ATS 2003):	22 percent	23 percen
 Number of Students 		
(OSPI 2003):	69,396	1,306
• Eighth Grade Cigarette		

Washington State Department of Health
Tobacco Prevention & Control Program

Smoking Prevalence

(HYS 2002):

PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON

10 percent

Skamania

ESD 112 and Clark/Skamania County Partnership

Project Description

Clark County Health Department and Educational Service District 112 created a partnership at the inception of the Tobacco Prevention and Control Program that shares money and staff. The partnership focuses on common goals, attempts to erase agency turf issues, and respects each member's limitations.



Inputs

Rationale

- Each organization had different target audiences, but were both doing the same type of work.
- Each organization had different strengths and needs that complimented each other.
- Past experience with a collaborative model had proven beneficial.

Target Audience

Community members and students

Resources

Staf

- Administrative staff from the Educational Service District and the county set up the original partnership.
- Tobacco program staff meets weekly along with other community and school partners.
- State Tobacco Prevention and Control Program funding is shared and Clark County subcontracts with Educational Service District 112 to do school-based cessation.

Activities

- 1. The Prevention Center director at Educational Service District 112, the program administrator, and program manager from the health department met and formed the partnership.
- 2. The collaborative team of tobacco program staff from each agency meets weekly for two hours. The team supports three task forces, which bring in community and school partners including the Tobacco Coalition, the Schools Task Force, and Breathe, which is a youth task force.
- 3. Both agencies meet to align their work plans.

Outputs

- events, trainings, and meetings, is shared with stakeholders. Clark County Health District produces a monthly newsletter, "Tobacco Tidbits," that includes articles about Educational Service District activities, trainings, and meetings. Each agency's Web site links to each other.
- 2. Youth prevention: Coordination and high use of media literacy projects and the Teens Against Tobacco Use program. The BREATHE youth coalition, the local Tobacco Coalition, and the Schools Task Force (line staff doing tobacco prevention in county schools) meet with the tobacco team every other month.
- 3. Youth diversion: Working on creating a community diversion program for youth, where police ticket youth and they attend education classes in the schools. A secondhand smoke presentation has been added to the TAP-TEG training.
- 4. Adult and youth cessation: The Educational Service District conducts youth cessation classes and the health department conducts stop smoking and chewing programs for adults in Clark and Skamania counties. Both agencies produce their own education information and brochures and distribute each other's materials. In Skamania County, the Educational Service District and the health department shared responsibilities for staffing a cessation booth at a health fair and contacted convenience stores to distribute Tobacco Quit Line matchbooks for the Great American Smokeout. Leadership for the Schools Task Force and the Cessation Task Force is shared between the two agencies also.
- **5.** Youth access: Joint retailer education and compliance check activities.
- 6. Special events: Coordination of Great American Smokeout events.

Lessons Learned

- In-depth partnering creates knowledge of each other's systems. Knowledge can help break down barriers and reduce "stepping on toes" or hitting dead ends.
- A willingness to admit weaknesses and invite others to help and realizing that you are not the experts on everything are essential attitudes to have in developing quality partnerships.
- Sustainability is reliant on hiring line staff who will value the collaborative process. It is important to take this into consideration during the screening or hiring process.

